

Computer Division



Atari Incorporated
1265 Borregas Avenue
PO Box 427
Sunnyvale California 94086
408 745 2000

July 13, 1983

Dear ATARI Computer Retailer,

The exciting new ATARI® 600XL™ Home Computer will soon be here! To help you advertise and promote this new computer, ad slicks and line art, as well as radio scripts, are enclosed for your use.

Also included in this mailing are the following items:

- Dig Dug ad
- Donkey Kong ad
- Various software, line art and copy descriptions.
- Line art for new peripherals and computers.

Sincerely,

A handwritten signature in cursive script that reads 'Cindy O'Leary'.

Cindy O'Leary
Retail Co-op Advertising Manager

cc: All Sales Reps
All Distributors
Internal Distribution

Enc.

COL/iak

PUBSETTING INSTRUCTIONS:

1. Place dealer name in headline. Use short form of name such as "Ace Computers." Center below first line of headline. Typeface is Baskerville bold, cap height 33 points. Extra letters supplied can be photostated and patched together for dealer name if the typeface is not available.

2. Add regular store price. Numerals are provided, or pubset in Baskerville bold, 33 point.

3. Add dealer logo, full name, address, phone and any directional information in the space provided at the bottom of the ad.

SAT #13 (6 5/16" Wide x 10 7/16" Deep)

PREPARED FOR: ATARI, INC.

by Boardman, Braun & Brooks, San Francisco



Discover Higher Intelligence at (DEALER NAME)

The new ATARI® 600XL™ Home Computer gives you true computer power at a down-to-earth price. A full-stroke keyboard. 16K of memory, expandable to 64K. Built-in ATARI BASIC programming. Over 2,000 available entertainment, educational, home management and personal development programs. A Help key to keep you on course. High resolution graphics in 256 colors. Sophisticated sound. And much more.

All for \$000.

ATARI XL HOME COMPUTERS

(DEALER NAME)



Discover Higher Intelligence at (DEALER NAME)

The new ATARI® 600XL™ Home Computer gives you true computer power at a down-to-earth price. Full-stroke keyboard. 16K of memory, expandable to 64K. Built-in ATARI BASIC programming. Over 2,000 available programs. A Help key. High resolution graphics in 256 colors. Sophisticated sound. And much more.

ATARI XL HOME COMPUTERS **All for \$000.**

(DEALER NAME)

SAU #18 (4 1/4" Wide × 6 15/16" Deep)

PUBSETTING INSTRUCTIONS:

1. Place dealer name in headline. Use short form of name such as "Ace Computers." Center below first line of headline. Typeface is Baskerville bold, cap height 24 points. Extra letters supplied can be photostated and patched together for dealer name if the typeface is not available.
2. Add regular store price. Numerals are provided, or pubset in Baskerville bold, 24 point.
3. Add dealer logo, full name, address, phone and any directional information in the space provided at the bottom of the ad.

PUBSETTING INSTRUCTIONS:

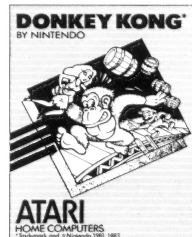
1. Place dealer name in headline. Use short form of name such as "Ace Computers." Center below first line of headline. Typeface is Baskerville bold, cap height 27 points. Extra letters supplied can be photostated and patched together for dealer name if the typeface is not available.
2. Add dealer logo, full name, address, phone and any directional information in the space provided at the bottom of the ad.



(DEALER NAME) HAS DONKEY KONG¹ & DIG DUG² TO GO.

ATARI[®] Home Computer owners, you're getting luckier all the time. Now you can help Mario¹ dodge barrels to save his sweetheart from DONKEY KONG¹ by NINTENDO¹—whenever you want, in your own living room! Four different screens of ladders, girders, rivets, conveyor belts and more.

DIG DUG² is here, too, with dread Pookas, fire-breathing Fygars and a host of other underground horrors. Dodge them all as you tunnel for precious veggie treasures. And improve your skills as the going gets tougher with each round you survive. Both games have thrilling arcade-quality sound and graphics.



Games require 16K RAM minimum and 1 or 2 joysticks. 1. Trademark and © 1981, 1983 Nintendo.

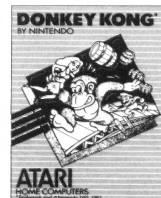
2. Created & designed by Namco Ltd., and manufactured under license by Atari, Inc. © A Warner Communications Company. © Atari, Inc., 1983. All rights reserved.

(DEALER NAME)



BRING DONKEY KONG¹ HOME TO PLAY.

ATARI[®] Home Computer owners, you've lucked out again. DONKEY KONG¹ by Nintendo¹ is here, hurling barrels at Mario¹ right in your own living room! Four different screens of ladders, girders, rivets, elevators and conveyor belts, with tougher going every round. DIG DUG² is here, too. Both have thrilling arcade-quality sound and graphics.



Games require 16K RAM minimum and 1 or 2 joysticks. 1. Trademark and © 1981, 1983 Nintendo. 2. Created & designed by Namco Ltd., and manufactured under license by Atari, Inc. © A Warner Communications Company. © 1983 Atari, Inc. All rights reserved.

(DEALER NAME)

SAU #18 (4 1/4" Wide × 6 15/16" Deep)

PREPARED FOR: ATARI, INC. by Boardman, Braun & Brooks, San Francisco

PUBSETTING INSTRUCTIONS:

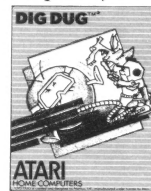
Add dealer logo, full name, address, phone and any directional information in the space provided at the bottom of the ad.



TAKE DIG DUG¹ HOME TO PLAY.

ATARI[®] Home Computer owners, you've lucked out again. DIG DUG¹ is here, with Pookas, fire-breathing Fygars and a host of other underground horrors. Evade them as you tunnel beneath the earth. And sharpen your skills with greater challenges each time you survive a round. DONKEY KONG² by Nintendo² is here, too. Both have thrilling arcade-quality sound and graphics.

Games require 16K RAM minimum and 1 or 2 joysticks. 1. DIG DUG is created & designed by Namco Ltd., and manufactured under license by Atari, Inc. 2. Trademark and © 1981, 1983 Nintendo.
 * A Warner Communications Company. © 1983 Atari, Inc. All rights reserved.



(DEALER NAME)

SAU #18 (4 1/4" Wide × 6 15/16" Deep)

PREPARED FOR: ATARI, INC. by Boardman, Braun & Brooks, San Francisco

PUBSETTING INSTRUCTIONS:

Add dealer logo, full name, address, phone and any directional information in the space provided at the bottom of the ad.

600XL AD — SAU #18 (4 1/4" Wide × 6 15/16" Deep)

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x y z a b c
d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10

600XL AD — SAU #13 (6 5/16" Wide × 10 7/16" Deep)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 10
1 2 3 4 5 6 7 8 9 10

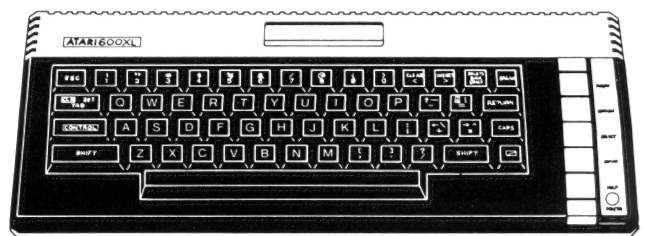
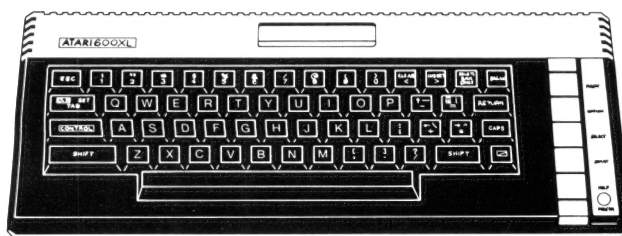
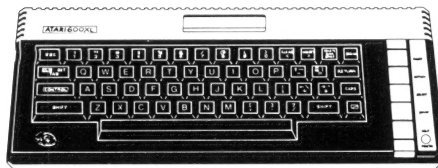
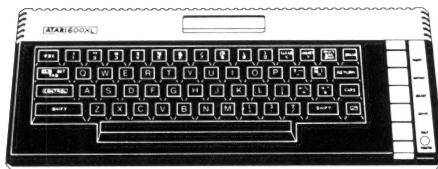
DONKEY KONG/DIG DUG AD — SAU #13 (6 5/16" Wide × 10 7/16" Deep)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

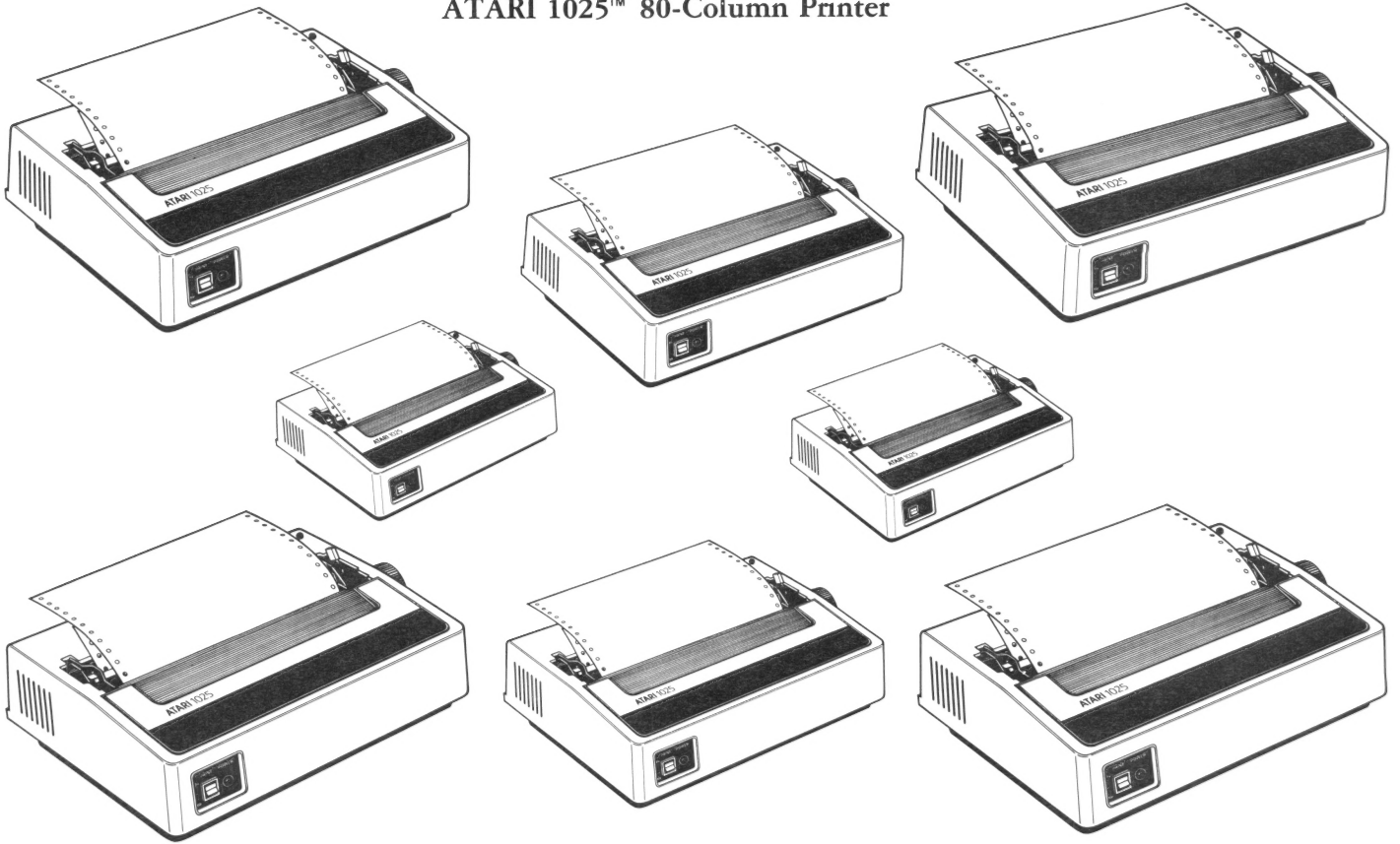
ATARI® 600XL™ Home Computer

- 16K RAM memory, easily increased to 64K
- Built-in ATARI BASIC Programming Language
- Full-size, full-stroke keyboard
- Over 2,000 available programs to choose from
- Compatible with all ATARI peripherals
- Built-in music synthesis with 4 sound channels
- Sophisticated graphics with 256 colors
- Help key for instructions
- Four special function keys
- Eight available programming languages, including ATARI Logo
- CP/M® expansion capability for business programs
- International character set
- Built-in diagnostics

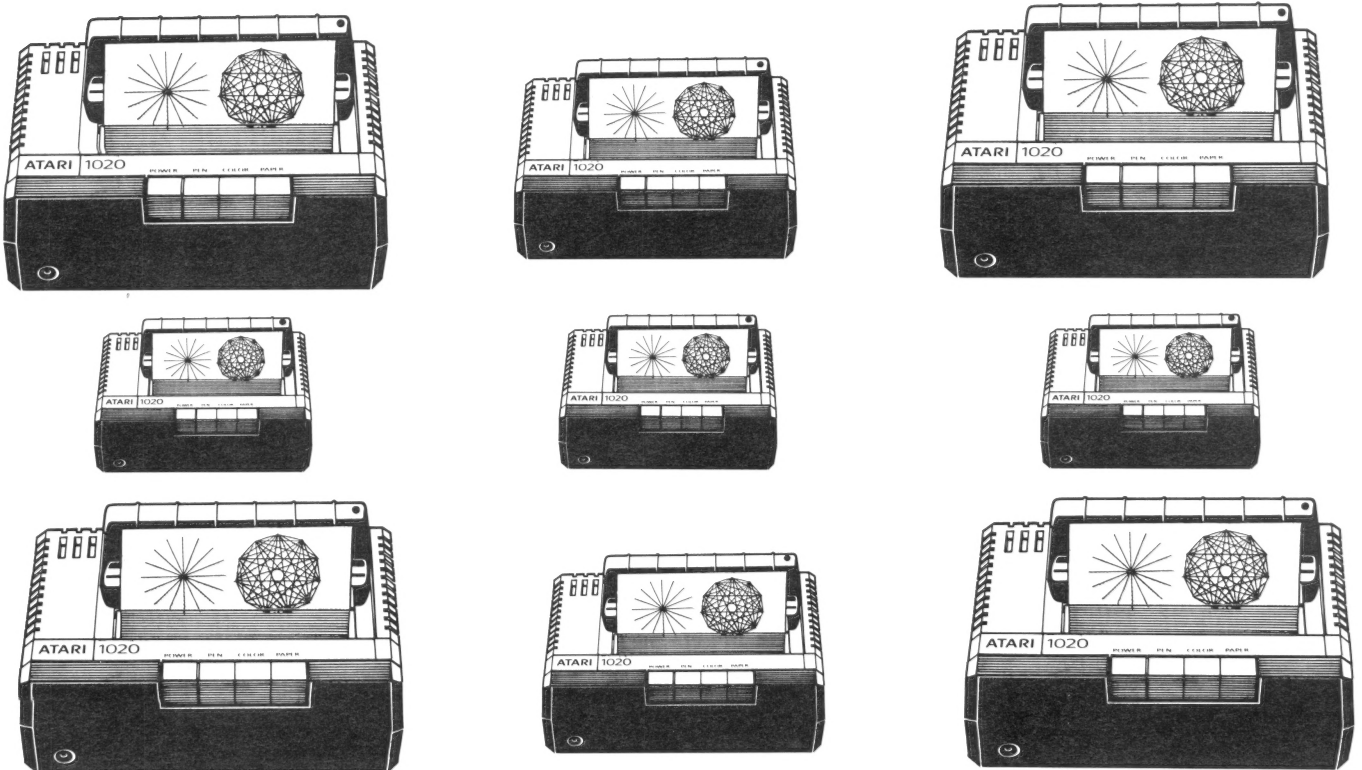
CP/M is a trademark of Digital Research, Inc.
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ATARI 1025™ 80-Column Printer



ATARI 1020™ 40-Column Color Printer/Plotter



YOUR PUBLICATION HAS THE KWIKEE SYSTEM
Simply cut out illustration and paste on layout.
©1983 Multi-Ad Services, Inc. Peoria, IL 61652-0786

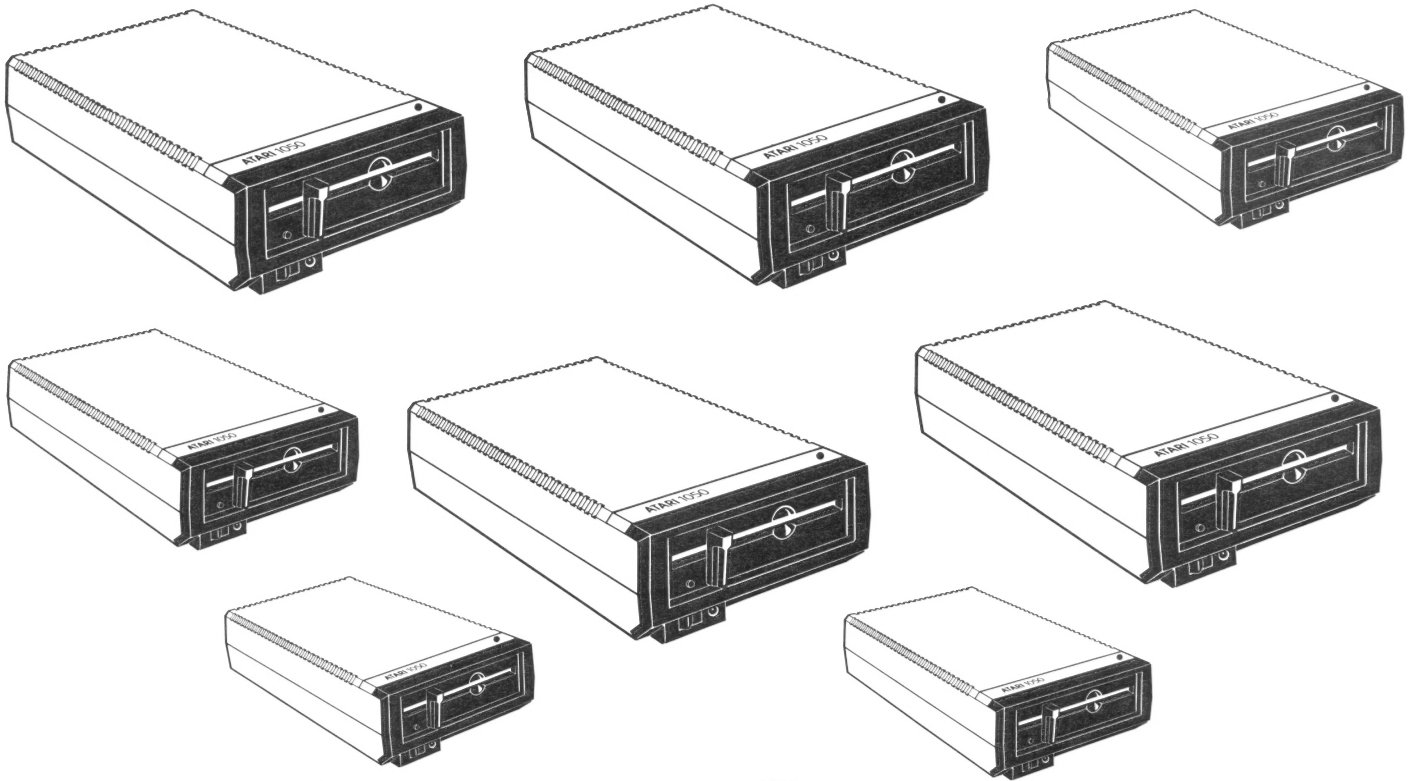
'83 KMM-F40R

REPLACING PAGE F40

NEW PRODUCT ILLUSTRATIONS

ATARI 1050™ Disc Drive

ATARI® HOME COMPUTER DIVISION



REPLACING PAGE F42

NEW PRODUCT ILLUSTRATIONS



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company



A Warner Communications Company

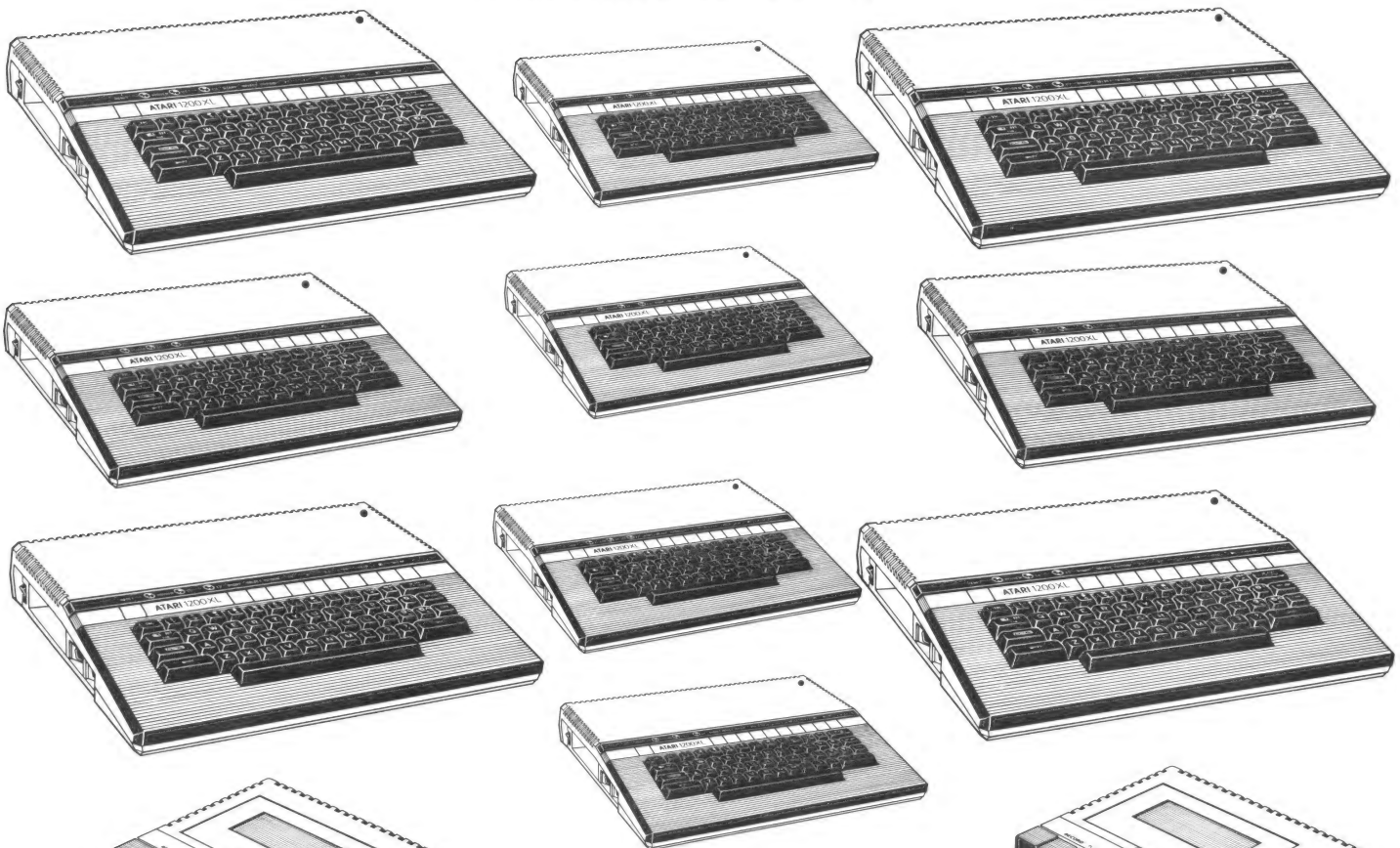


YOUR PUBLICATION HAS THE KWIKEE SYSTEM

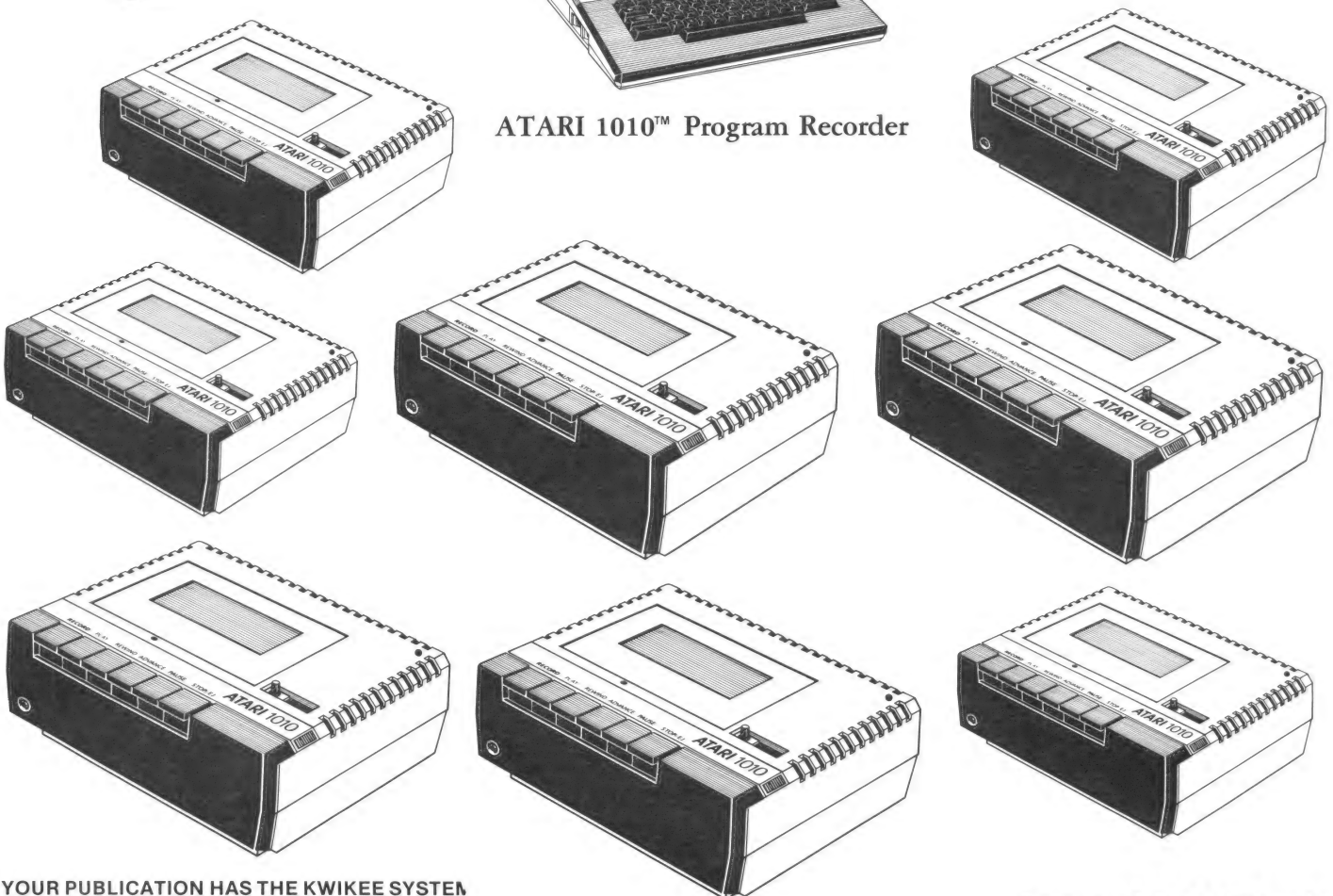
Simply cut out illustration and paste on layout.
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'83 KMM-F42R

ATARI 1200XL™ Home Computer



ATARI 1010™ Program Recorder



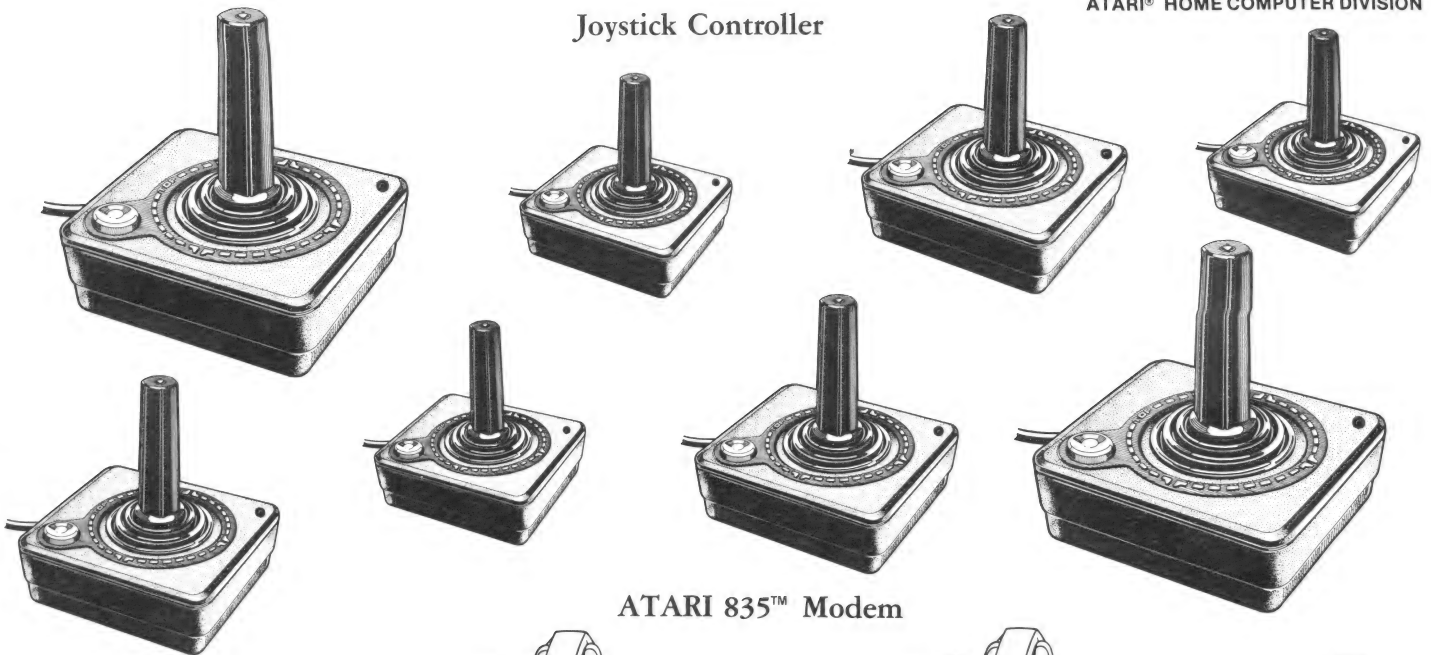
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NEW PRODUCT ILLUSTRATIONS

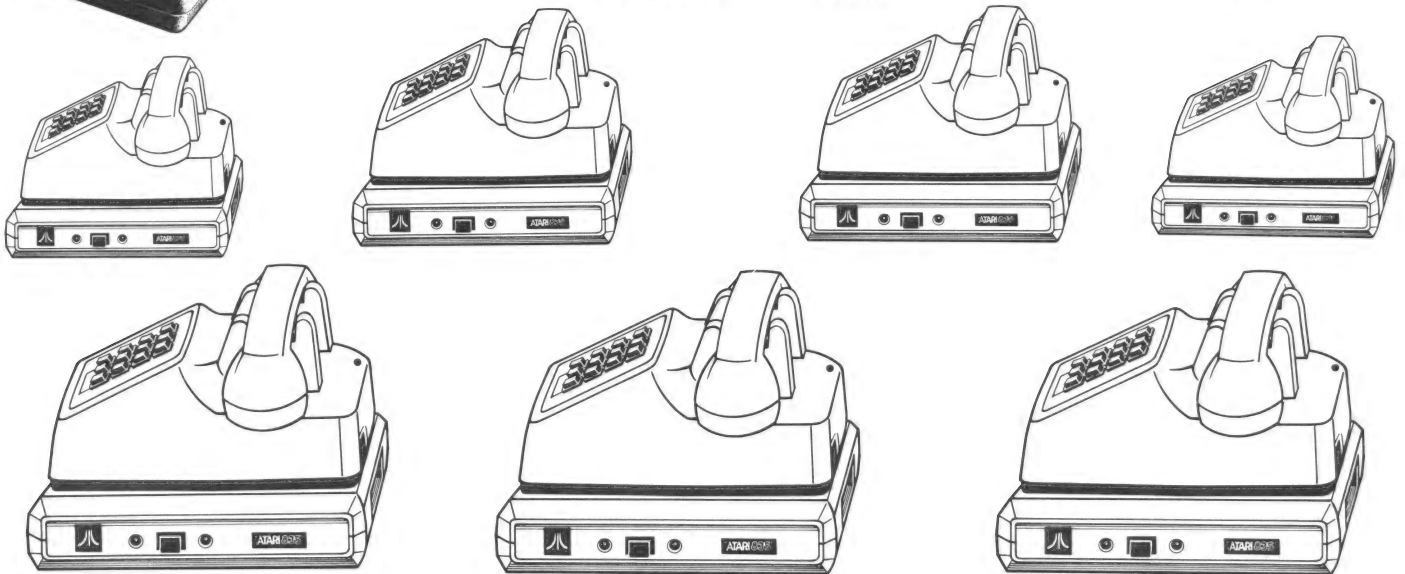
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'83 KMM-F43R

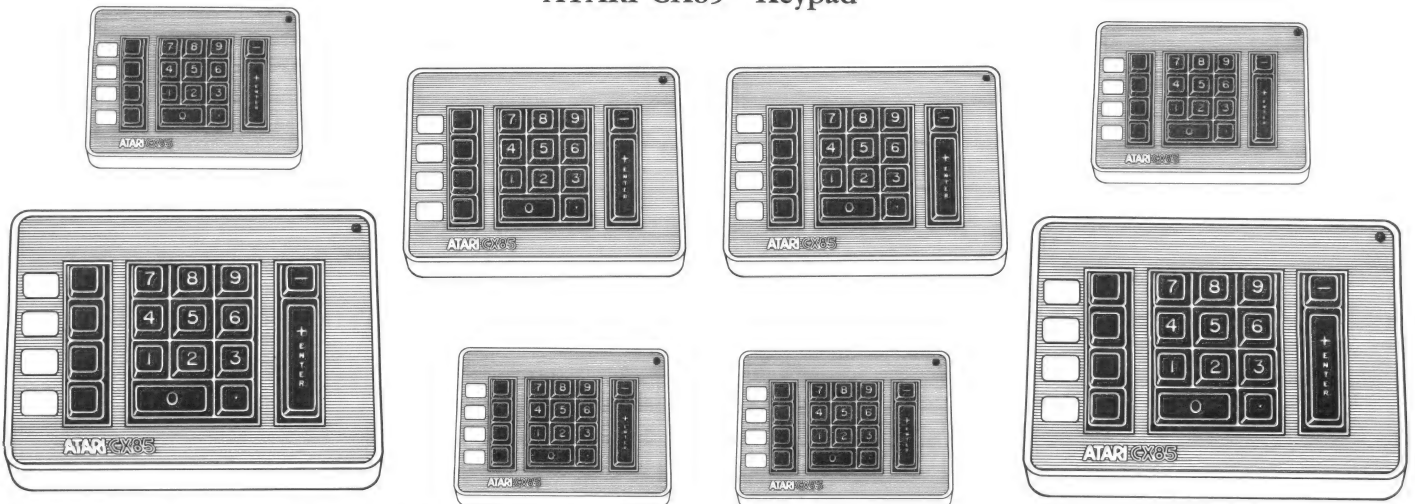
Joystick Controller



ATARI 835™ Modem



ATARI CX85™ Keypad



YOUR PUBLICATION HAS THE KWIKEE SYSTEM

Simply cut out illustration and paste on layout.
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'83 KMM-F44R

RADIO SCRIPTS

ATARI^R 600XLTM RADIO SCRIPT--:50 PLUS :10 TAG

(:50 SCRIPT)

(DEALER NAME) invites you to discover higher intelligence--at the lowest price ever. The ATARI^R 600XLTM Home Computer has landed. For under \$000, (INSERT STORE PRICE) the 600XL runs orbits around others. You get space-age styling...a full-stroke keyboard...music synthesis...two hundred fifty-six colors...and 16K of built-in memory that easily expands to 64K. What can you do with it? Plenty. More than 2,000 programs are available to use with the 600XL--several times the choice you have with other computers. Arcade-quality games like DONKEY KONG by Nintendo* and DIG DUG.** Educational programs. Home management programs like the new AtariWriterTM word processor. And programming tools like ATARI Logo. The 600XL is compatible with all Atari peripherals too, so it'll grow with you.

(:10 TAG EXAMPLE)

Discover the new Atari 600XL Home Computer at (DEALER NAME). Now only \$000 (INSERT STORE PRICE) at (DEALER NAME), 2020 South Embarcadero Freeway at the Turner exit.

*Trademark and © 1982, 1983 Nintendo

**DIG DUG is created and manufactured under license by Atari, Inc.

RADIO SCRIPTS

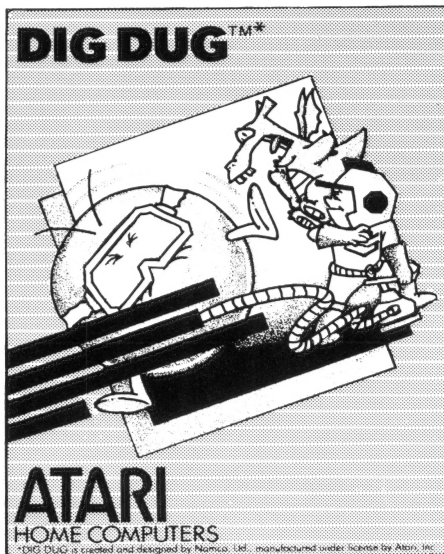
ATARI® 600XL™ RADIO SCRIPT--:23 PLUS :07 TAG

(:23 SCRIPT)

(DEALER NAME) wants you to discover higher intelligence--at a new low price. The new ATARI® 600XL™ home computer is under \$150, yet you get a full-stroke keyboard...music synthesis...two hundred fifty-six colors...and 16K of memory, easily increased to 64K. ATARI BASIC is built in. And more than 2,000 programs for entertainment, education and personal development are available.

(:07 TAG EXAMPLE)

Discover the new ATARI 600XL Home Computer. Now only \$000 (STORE PRICE) at (DEALER NAME), 2020 South Embarcadero Freeway.



DIG DUGTM*

Experience the thrills of this popular arcade game at home. Tunnel beneath the earth seeking precious veggie treasures. But beware! The dread Pookas, firebreathing Fygars, and a host of other horrors await. Only your skills at luring the awful critters to an exploding or rocky doom can save you. And the going gets tougher with each round the survivors play.

Includes program cartridge for 1 or 2 players, plus instruction guide. Requires 16K RAM minimum and 1 or 2 joysticks.

*Created and designed by Namco Ltd., and manufactured under license by Atari, Inc.

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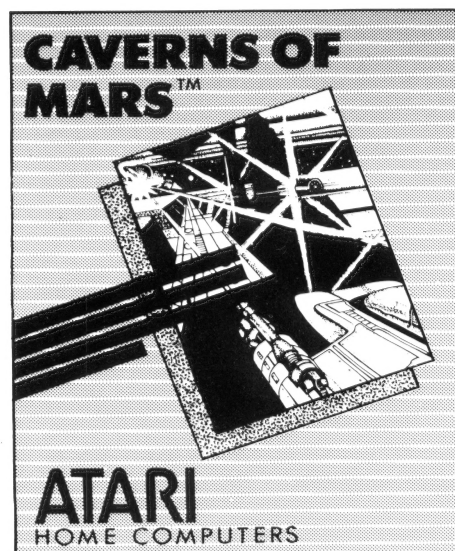
DONKEY KONG^{*} by Nintendo^{*}

Pit good against evil as Mario*, the fearless carpenter struggles to save his sweetheart from the rampaging DONKEY KONG. Risk destruction at every turn as the hero attempts his way to the top of four completely different screens of ladders, girders, rivets, elevators and conveyor belts. Help Mario dodge hurtling barrels, flaming firefoxes, bouncing springs and more as the going gets tougher and tougher.

Includes program cartridge and instruction guide. Requires 16K RAM minimum.

*Trademarks and © 1981, 1983 Nintendo.

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Caverns of MarsTM

Seek and destroy the alien's stronghold at the bottom of the galaxy's most dangerous depths. Steer clear of cavern walls as your spaceship hurtles into the void. If you can locate the target you'll have mere seconds to deactivate the bomb. And there's still flying debris and floating mines to dodge. The going gets tougher next time you play. Four skill levels keep it a hair-raising adventure.

Includes cartridge and instructions. Requires 16K RAM minimum and joystick.

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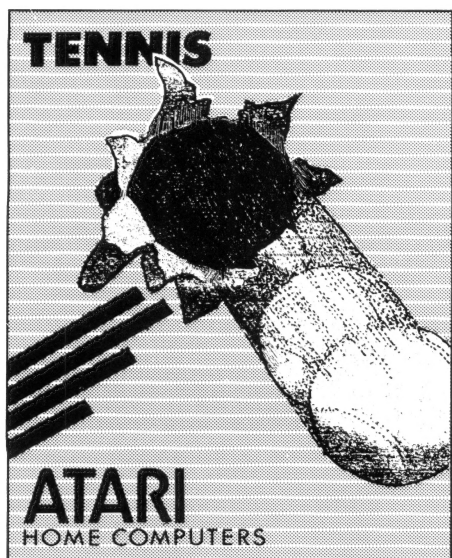


Paint*

Here's artistic fun for all ages. This award-winning software program lets you create colorful drawings electronically—right on your screen. Draw circles, lines, rectangles or any number of simple or intricate patterns at the touch of a button. Color your composition, choosing from an extensive color repertoire. Save it on diskettes and have an exhibition.

Comes with program diskette and authoritative how-to book, covering computer graphics and art history. Requires 48K RAM minimum, ATARI BASIC language cartridge, disk drive and joystick.

*SuperBoots™ Software developed by Capital Children's Museum, Washington, D.C., licensed by Reston Publishing Company, Inc. © 1983 Atari, Inc. All rights reserved.

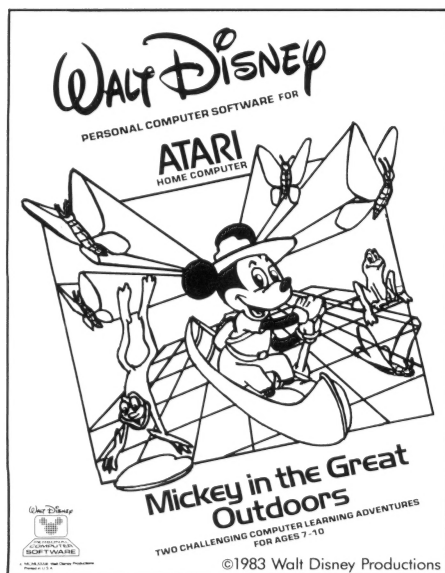


Tennis

What a racquet! You'll LOVE the realistic new Tennis cartridge, whether you hang back at the baseline or play a serve-and-volley game. You call all the shots! Forehands, backhands, serves, volleys, lobs and overheads hit to where *you* want them to go. Play singles or doubles against the computer or another player. An electronic scoreboard with your name on it tracks the results.

Includes program cartridge and instruction guide. Requires 16K RAM minimum and 1 or 2 joysticks.

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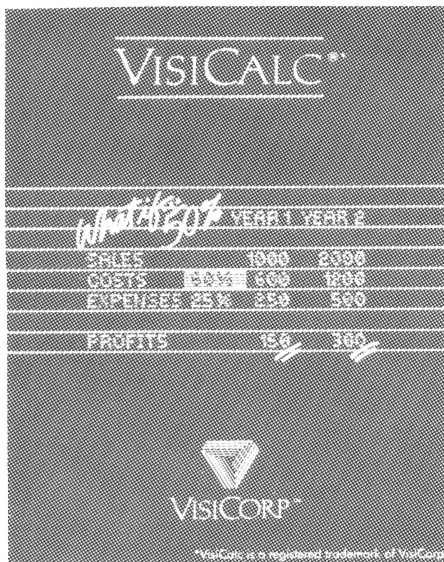
Mickey in the Great Outdoors*

Delight your children while developing their language and math skills with computer animation. This is the first release of Disney Educational Software, a series of programs exclusively for ATARI® Home Computers. Each takes kids 7 – 10 years old on learning adventures they won't forget as they explore an electronic wonderland and match wits with Mickey Mouse.

Cassette version requires 16K RAM minimum and an ATARI program recorder. Diskette version requires 32K RAM minimum and disk drive.

*© 1983 Walt Disney Productions.

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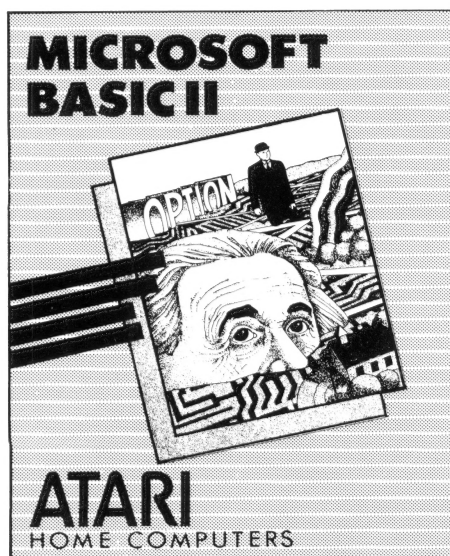


VisiCalc®

Run the world's best selling electronic spreadsheet on ATARI® Home Computers. Use it to project sales, figure taxes, calculate ratios, do cost estimates and balance budgets, even your checkbook. Modify, delete or insert titles, numbers and formulas in seconds. Ask what-if questions to compare financial strategies. Change variables without recalculation. It's all done automatically—and without the usual errors.

Includes program diskette, instruction manual and reference card. Requires 32K RAM minimum and ATARI disk drive.

®VisiCalc is a registered trademark of Visicorp.
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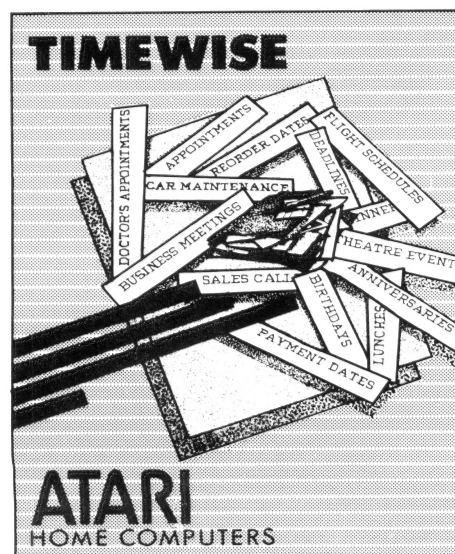


ATARI Microsoft BASIC II*

Now you can adapt a wide range of Microsoft BASIC programs for use on the ATARI Home Computer. Create advanced game, educational or other personal software. Use powerful language extensions to access sound and graphics quickly. Provides a plethora of power commands and floating decimal point precision accurate to 16 digits.

Includes program diskette, User's Manual and all the additional information you need. Requires 32K RAM minimum and Atari disk drive.

*© 1982 Microsoft. All Rights Reserved

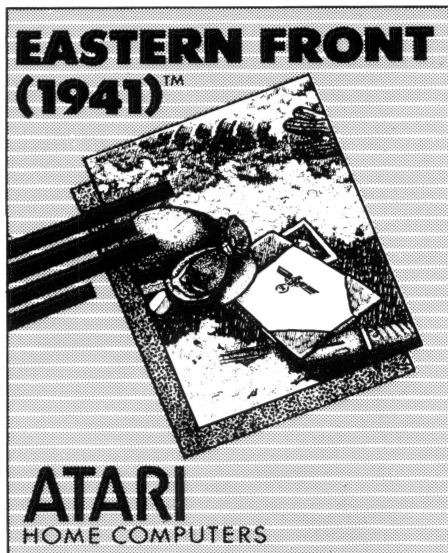


Timewise™

Now you can remember all those important dates electronically with time management software for ATARI® Home Computers. Use it to schedule every day of your life—through 1999. Optimize and integrate personal business schedules with color coded screens and menus. Recall them with a few keystrokes. Print it all out and carry it with you so you'll never again be in the right place at the wrong time.

Includes program diskette. Requires 32K RAM minimum and disk drive.

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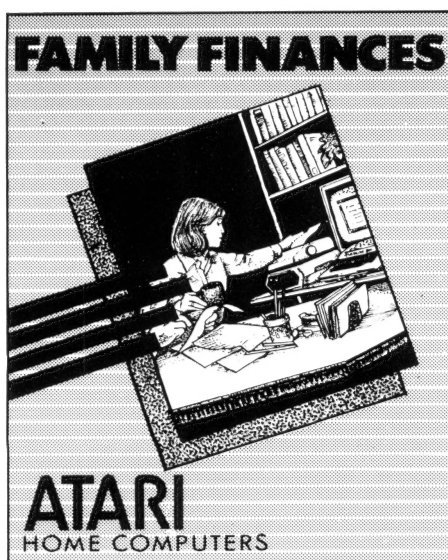


Eastern Front (1941)TM

Plot your own strategy for Operation Barbarossa—one of World War II's most decisive military campaigns. As the German forces advance into Russia, the winter begins and the going gets rougher week by week. Experience all the logistics of the original invasion as you play against the computer, scrolling over a detailed map 10 times the size of your screen. With six levels of difficulty, it's probably the best wargame ever!

Includes program cartridge and instruction guide. Requires 16K RAM minimum and 1 joystick.

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Family Finances

Now it's easy—even fun—to keep personal finances under control with this dual diskette software, designed for ATARI® Home Computers. Use it to establish realistic budgets. Track income and expenses. Anticipate cash flow. Do actual cash vs. budget comparisons. Show black and white results with color graphics.

Comes with comprehensive user's guide. Requires ATARI BASIC language cartridge and disk drive.

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The Home ManagerTM Add-A-Pak

Now it's easy and fun to get organized with Home Management software from Atari®. Budget for future goals. Track income, expenses and cash flows. Compare actual spending to your budget. Show black and white results in color. File and retrieve records, receipts—even recipes—at the touch of a button. The time and space you'll save is a bonus.

This Pak includes the Home Filing ManagerTM and Family Finance diskette programs complete with users' guides. Requires 32K RAM minimum, disk drive and ATARI BASIC.*

*Separate cartridge required for 400/800/1200XL Computers.

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